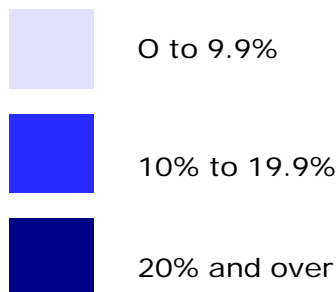
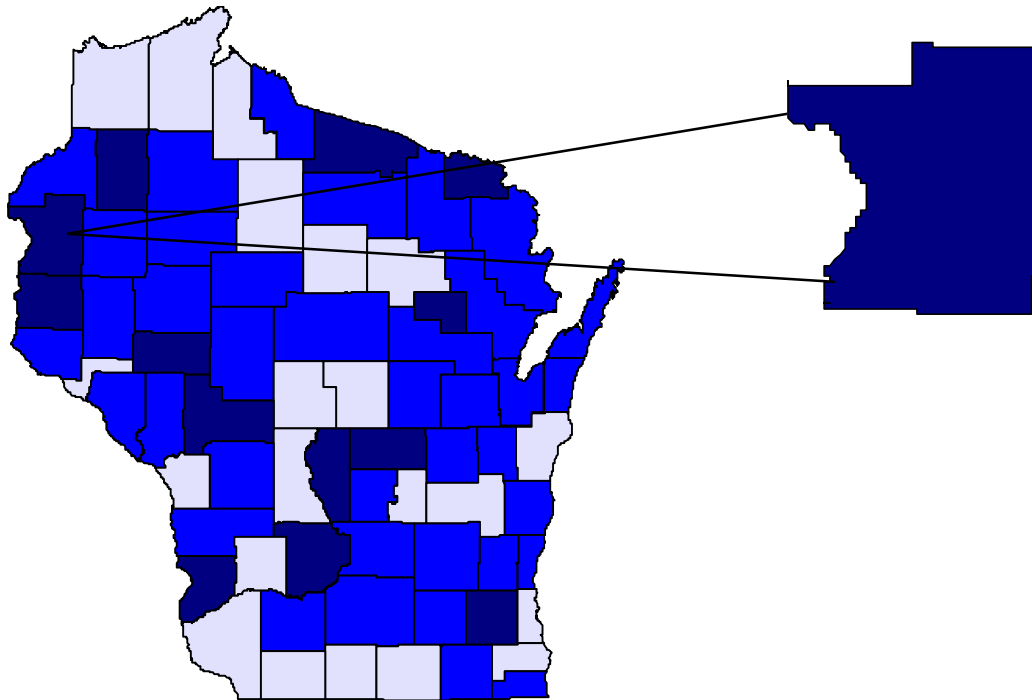


Polk County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Polk County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

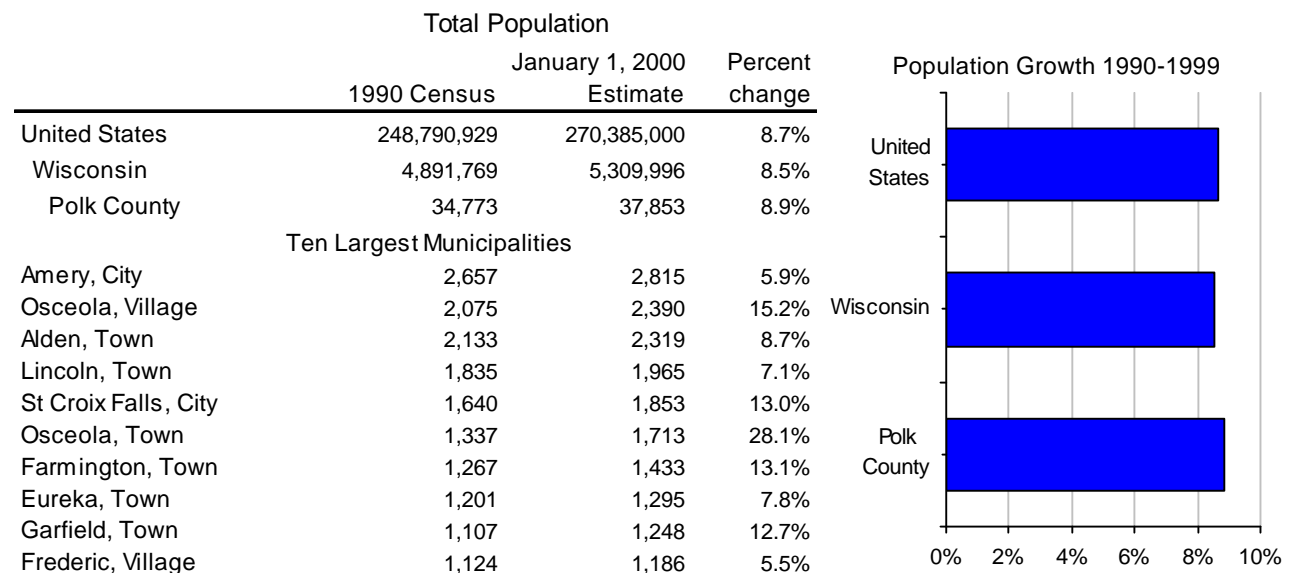
For more detailed information or clarification, please contact your local labor market analyst, Beverly Gehrke, by telephone (715-634-5289) or email (gehrkb@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Polk County Population and Civilian Labor Force

The total population in Polk County grew 8.9 percent from 1990 to January 2000, exceeding both state and national expansion. The largest numeric increase in population was in the Town of Osceola where the number of residents increased by 376 followed by an increase of 315 residents in the Village of Osceola. Roughly 22 percent of the increase in county population since 1990 occurred in these two municipalities. The increase in county population was a combination of natural causes (4,433 births vs. 3,670 deaths) and people moving into the county (2,317 since 1990). The migration rate of 6.7 percent exceeded the state migration rate of 3.7 percent.

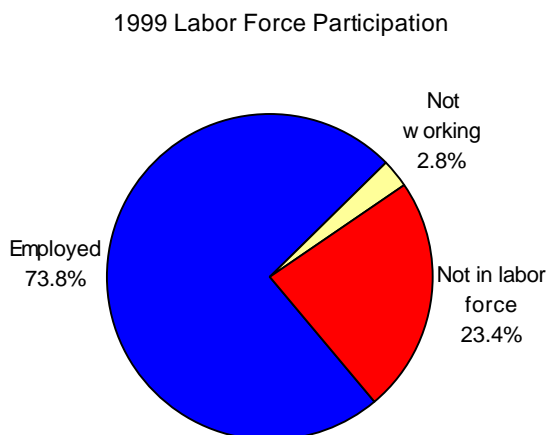
Of the 37,853 residents living in the county at the end of 1999, 28,705 (76%) were 16 years and older. Since 1990, this population segment increased 2,826, while the segment aged 15 years and under increased by 255, resulting in the net county population increase of 3,080.



Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The segment of the population 16 years and older is important because the U.S. Bureau of Labor Statistics use the age of 16 as the demarcation point for entrants into the potential labor force. The labor force, by definition, includes those who are either working or looking for work, but does not include individuals who have made a choice to not work: retirees, homemakers, and students; nor does it include institutional residents, military personnel, or discouraged job seekers.

Labor force participation increases and contracts with changes in labor market conditions. For example, each spring the Polk County labor force expands as seasonal workers enter the labor market either to begin a job or to start looking for work.



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The number of residents aged 16 years and over who are in the labor market determines the labor force participation rate. In 1999, the non-institutional population 16 years and over was 28,218. Of those, 22,300 were actively participating in the labor force and the labor force participation rate was 76.6 percent. That is an increase from 1990 and is well above both the state and national participation rates of 72.3 and 67.1 percent, respectively.

As younger residents age, interest in working and holding a job increases. Teenagers are less likely to participate in the labor force because they are in school. Residents between the ages of 25-54 share the most incentives to work and have the highest participation rates. At 55, however, workers begin to withdraw from the labor market and, by 65, most workers have retired.

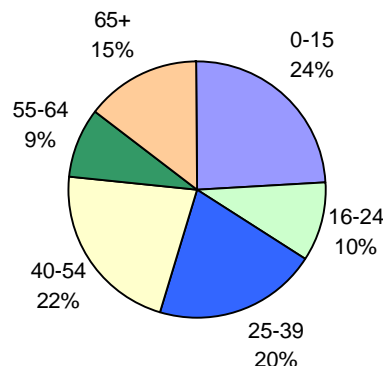
The two largest age groups in 1990 were 25-39 and 40-54 years old. By 1999, they still comprise 56 percent of the labor force age population (16 years and older). That's important because these two groups of the population have the highest participation rates, sometimes exceeding 90 percent, and is one of the reasons the county participation rate is so high. By 2010, however, this segment of the population will decline as residents mature into the 55-64 year old group where participation rates fall below 60 percent.

It may seem that there is an ample supply of young workers in the 16-24 year age group, but the 10 percent share of this population in Polk County is less than 13 percent statewide, while the share of workers over 65 years is higher than the share in Wisconsin.

Polk County Labor Force Age Population Distribution

Age Group	Population 1990 Census	Population 1999 Estimate	Percent change
0-15	8,893	9,148	2.9%
16-24	3,434	3,797	10.6%
25-39	8,089	7,694	-4.9%
40-54	5,812	8,292	42.7%
55-64	3,012	3,375	12.1%
65+	5,532	5,547	0.3%

Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau



Polk County Civilian Labor Force Data

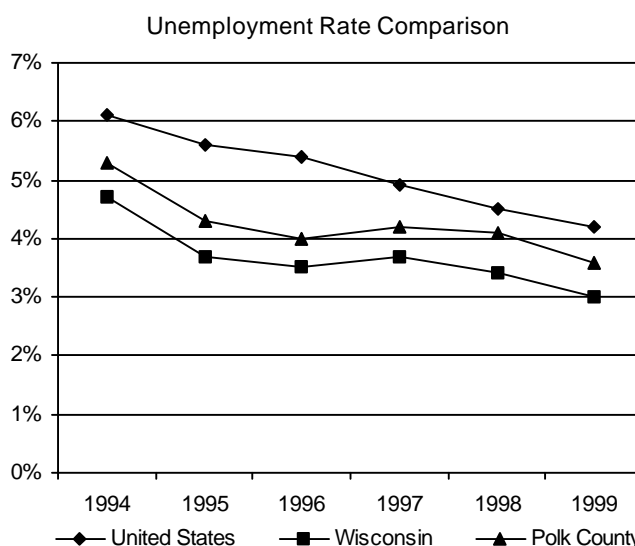
	1994	1995	1996	1997	1998	1999
Labor Force	19,500	20,200	21,600	22,400	22,400	21,600
Employed	18,400	19,300	20,700	21,400	21,500	20,800
Unemployed	1,040	870	850	930	910	790
Unemployment Rate	5.3%	4.3%	4.0%	4.2%	4.1%	3.6%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The unemployment rate differs from the percent of the labor force age population not working. The unemployment rate is a percent of labor force participants (76.6% of the labor force age population in Polk County) who are unemployed and actively looking for work. The number of unemployed in the county includes not only those who are receiving unemployment benefits, but also any resident who actively looked for a job and did not find it.

Out of a total labor force in Polk County in 1999 of 21,600, 3.6 percent were unemployed. Although this is higher than the state rate of 3.0 percent in 1999, it is lower than the national rate of 4.2 percent.

Fewer residents were employed in 1999 than in the previous two years. Since total employment counts individuals (some who work more than one job) it can decline even as the number of wage and salary jobs increases. Also, the number of employed in Polk County includes not only residents who work for employers located both in and beyond the county boundaries, but all self-employed residents and proprietors. Roughly 27 percent of the



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

number of employed in Polk County are either farm or nonfarm proprietors. Since 1994, total employed increased by 2,400 while the number of proprietors increased 670.

Polk County Commuting Patterns

	Commute To	Commute From	Net Commute
Barron County	509	343	-166
Burnett County	253	339	86
St. Croix County	842	359	-483
Minnesota	2,801	427	-2,374
Elsewhere	328	106	-222
Total	4,733	1,574	-3,159
Commute within County	10,474		

Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.

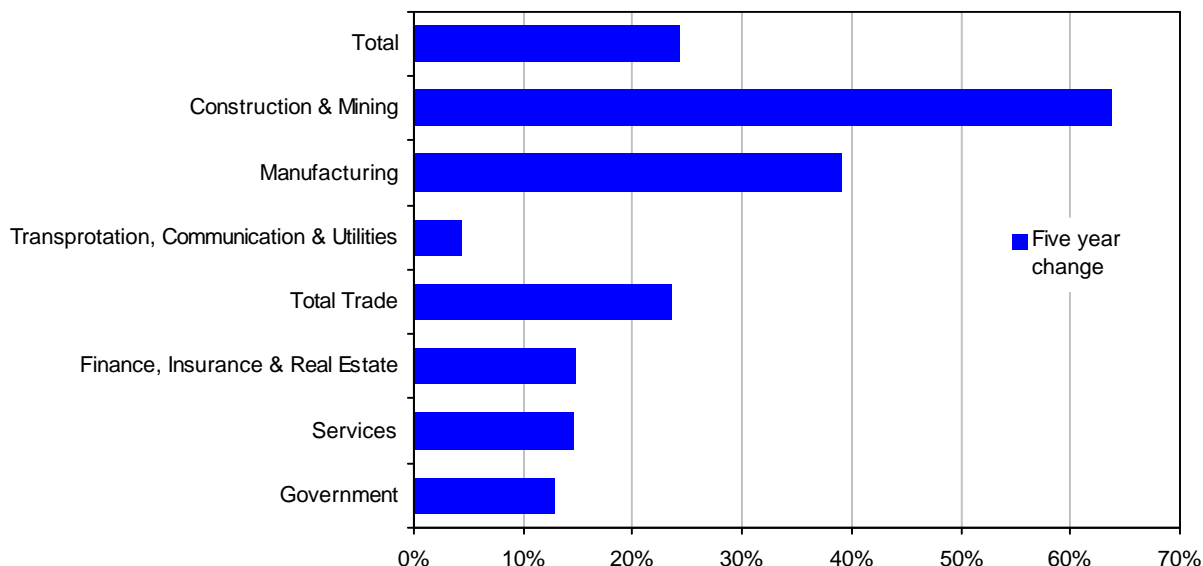


Note: Information on commuting patterns of workers is available only from decennial census data. Since 1990 the number of workers has increased and so has travel on area highways. Until the 2000 census is released, however, the only data we have remains from 1990.

The county labor force includes all employed and unemployed residents who live in the county, even though they may travel out of the county to work. In Polk County that included over 4,700 residents who commuted to surrounding communities for a job. Of the 2,800 who traveled to Minnesota, over 24 percent of them worked in Ramsey County (including the City of St. Paul) and another 37 percent traveled to various locations in Washington County, just east of St. Paul.

More workers leave the county for neighboring communities than enter. For every three workers who leave the county for work, only one travels in from surrounding communities. The destinations of those who do enter the county for work, and for residents who travel within the county, are employers located throughout the county.

Polk County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
Total	11,536	12,217	12,995	13,695	14,074	14,350	1 year	5 year
Goods Producing	3,614	4,118	4,348	4,619	4,905	5,144	4.9%	42.3%
Construction & Mining	461	506	515	541	624	755	21.0%	63.7%
Manufacturing	3,154	3,613	3,832	4,078	4,281	4,389	2.5%	39.2%
Durable	1,707	2,050	2,243	2,418	2,633	2,797	6.2%	63.9%
Nondurable	1,447	1,563	1,589	1,660	1,648	1,592	-3.4%	10.0%
Service Producing	7,922	8,099	8,648	9,076	9,169	9,206	0.4%	16.2%
Transportation, Communications & Utilities	491	457	507	507	497	512	3.1%	4.3%
Total Trade	2,417	2,573	2,824	2,985	2,932	2,987	1.9%	23.6%
Wholesale	433	445	430	440	385	335	-13.0%	-22.8%
Retail	1,984	2,128	2,393	2,546	2,547	2,652	4.1%	33.7%
Finance, Insurance, and Real Estate	397	403	414	414	438	455	3.9%	14.8%
Services & Misc.	2,522	2,441	2,621	2,833	2,959	2,891	-2.3%	14.6%
Total Government	2,095	2,225	2,282	2,337	2,344	2,361	0.7%	12.7%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Note: Nonfarm wage and salary employment measures the number of jobs within a county excluding family farming, military, and proprietors. This data, often referred to as 'place of work' data, indicates the number of jobs at the work site without consideration of where the jobholder lives.

Total nonfarm wage and salary employment grew a remarkable 24 percent in the last five years as Polk County employers added over 2,810 jobs to the local economy. Nonfarm wage and salary growth in the county outpaced state growth of 11.8 percent during the five-year interval, but fell short of the 2.4 percent increase in the state during the one-year period.

From 1994 to 1999 employers from the goods producing sector added 1,530 jobs to the local economy while employers from the service producing sector added 1,290 jobs. The goods producing sector includes construction and manufacturing industries, and it's apparent from the graph that growth in construction employment far outpaced any other industry division, although more jobs were added by manufacturing employers. Nearly half (44%) of all the new jobs in the county were with manufacturers and were created primarily by expansion of existing employers. As manufacturing employment expanded, the share of production jobs in the county increased from 27 percent in 1994 to 31 percent in 1999. Statewide, production jobs account for 22 percent of all payroll employment.

Over 660 new jobs in retail trade, half of which were created with the opening of two new retailers, and 370 in services accounted for three-fourths of the growth in the service producing sector. Nearly two-thirds of all jobs in the county are with service producing employers but they accounted for less than half of the total job growth.

Polk County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Health Services	47	1,648	102	324
Educational Services	*	*	*	*
Eating And Drinking Places	86	900	79	137
Transportation Equipment	*	*	*	*
Rubber And Misc. Plastics Products	12	691	54	-23
Industrial Machinery And Equipment	24	646	90	122
Automotive Dealers & Service Stations	40	507	21	169
Special Trade Contractors	67	467	78	220
Food Stores	19	457	-7	31
Executive, Legislative, And General	35	408	87	62

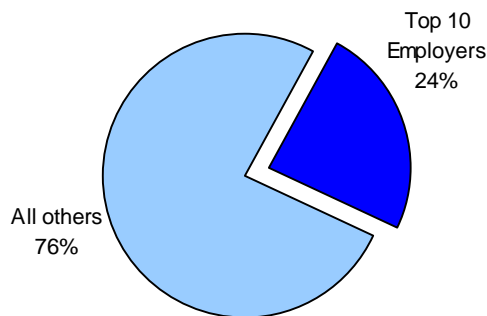
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Top 10 Employers

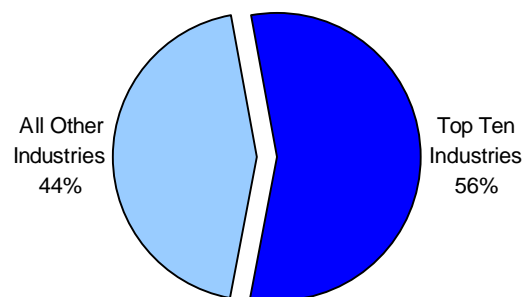
Company	Product or Service	Size
Polaris Industries Inc	Transportation equipment	500-999
County of Polk	Executive and general government	250-499
St Croix Regional Medical Center In	Health care services: hospital	250-499
School District of Amery	Education	250-499
Osceola Public School	Education	250-499
UFE Inc	Plastic products: thermoplastic molding	100-249
Balsam Lake-Unity-Milltown Public Schools	Education	100-249
Amery Regional Medical Center Inc	Health care services: hospital	100-249
Tenere Inc	Industrial equipment: fixtures & gages, assemblies	100-249
Wal Mart Stores	General merchandise store	100-249

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment

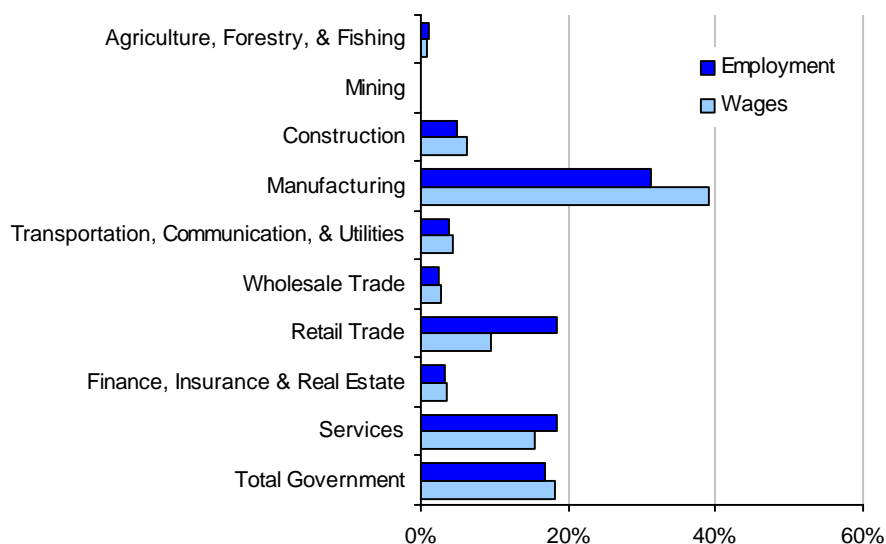


Out of 1,094 employers in Polk County, ten provide 24 percent of the jobs. Two of the largest employers are in the health services group, the largest industry group in the county. Three more of the largest employers are in the second largest group, education services. Education services includes both public and private institutions and employment is most often included with the larger government sector since most schools are funded by local taxes. Employment with private education facilities is included in the services industry division. Three of the largest employers are manufacturers and represent transportation equipment, rubber and plastics products, and industrial equipment industries from the largest list. Even retail trade, which is primarily smaller employers, is represented on the list of largest employers by a general merchandise store. Eating and drinking places, automotive dealers and service stations, and food stores are industry groups in the retail trade division and are on the list of largest industries because there are many smaller employers who provide many jobs.

Polk County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$22,937	\$29,609	77.5%	5.0%	23.7%	13,959
Agriculture, Forestry, & Fishing	\$15,853	\$21,499	73.7%	2.9%	7.1%	156
Mining	*	\$39,968	*	*	*	*
Construction	\$29,402	\$36,772	80.0%	-3.4%	19.4%	674
Manufacturing	\$28,682	\$37,773	75.9%	6.2%	33.1%	4,357
Transportation, Communications, & Utilities	\$27,234	\$34,523	78.9%	3.4%	8.8%	513
Wholesale Trade	\$27,101	\$38,048	71.2%	5.9%	29.2%	326
Retail Trade	\$12,001	\$15,066	79.7%	5.9%	27.3%	2,571
Finance, Insurance, & Real estate	\$24,683	\$37,911	65.1%	5.0%	30.6%	445
Services	\$19,240	\$26,041	73.9%	7.0%	19.6%	2,565
Total Government	\$24,775	\$32,017	77.4%	2.5%	12.9%	2,335

Total Employment and Wage Distribution by Industry Division



Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

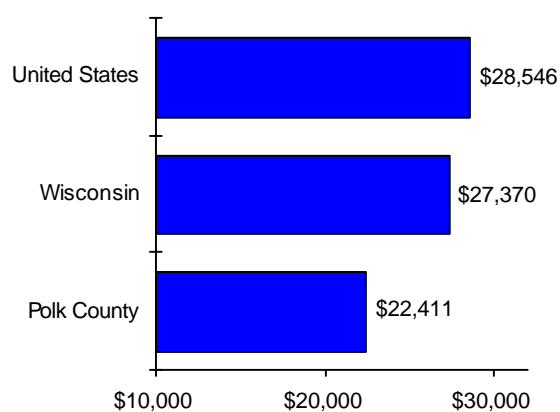
Note – The data from Employment and Wages Covered by Wisconsin's Unemployment Insurance Law differs from employment data in the nonfarm wage and salary estimates because: 1) multi-location employers report all workers and wages at a single site, i.e.. retail franchises; 2) not all employers are covered by the unemployment insurance law and therefore are not included in this data, i.e.. railroads, parochial schools.

Generally, the industry with the greatest share of workers also has the greatest share of wages and that is true in Polk County. Manufacturing, with 4,357 workers, had a payroll of \$124,967,762. The second highest payroll was half of that at \$57,849,096 and appeared in government. Retail trade had the second highest share of workers but a payroll at \$30,853,766 was fourth highest in the county. Services had the third highest payroll at \$49,349,657. Both industries, but especially retail trade, have a large number of part time workers which reduces the annual average wages received by each worker. Total payroll in the county was \$320,171,469 and, when divided by 13,959 jobholders, produces an annual average wage of \$22,937.

Workers in construction earned the highest annual average wage in Polk County in 1999, and were closest to state wages for the same industry. The greatest disparity in wages between county workers and the state appeared in finance, insurance and real estate. The county has no corporate offices with levels of upper management that would raise the average wage. Overall, wages in the county were only 77.5 percent of state annual wages of \$29,609, the highest share in five years. County increases exceeded the state increase of 3.8 percent from 1998 to 1999, and the 21.7 percent increase over the five-year period.

Polk County Wage and Income Data

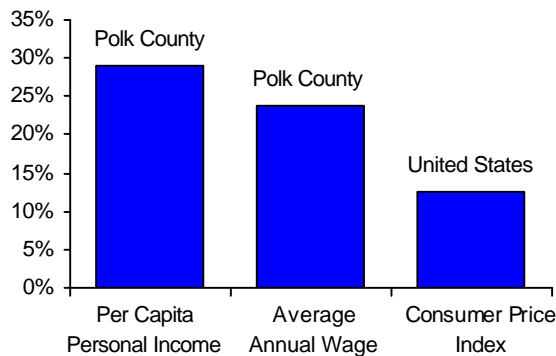
Per Capita Personal Income 1999



The per capita personal income (PCPI) includes total income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population. In 1999, the PCPI in Polk County was 82 percent of the state's; and was lower than 34 other Wisconsin counties.

The PCPI in Polk County, which increased 29 percent in the last five years, exceeded both the national and state five-year increase of 26.4 and 26.1 percent, respectively. Annual increases in the PCPI exceeded national and state increases in three of the last five years, but exceeded only state increases in 1999.

Comparison of Selected Data: 1994 - 1999



Growth in the county PCPI outpaced the increase annual average wages. Net earnings are 68 percent of total personal income (TPI) and include, not only wages of residents (many who work more than one job), but also self-employment and proprietor's income. Net earnings increased 44 percent from 1994 to 1999, better than the increase in annual wages and better than the increase statewide of 29 percent. Net earnings as a share of TPI has increased from 65 percent in 1994. Income from assets, which account for 17 percent of TPI, increased 36 percent and transfer payments, which comprise 15 percent of TPI, rose 21 percent. Statewide transfer payments account for only 12 percent of TPI and increased 19 percent.

Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Polk County	\$17,375	\$17,920	\$19,053	\$20,163	\$21,460	\$22,411	4.4%	29.0%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Accountant	\$ 17.18	\$ 15.57
Cashier-checker	6.72	6.40
Industrial truck op. (fork lift)	11.50	11.17
Janitor/Cleaner	8.70	8.24
Machine feeder/offbearer	8.78	8.63
Machinist	14.59	14.67
Maintenance repairer, general	12.43	11.97
Computer-controlled mach.operator	14.03	14.17
Nurse aide	8.74	8.41
Packaging/filling machine op.	11.85	11.65
Inspector/tester, production	11.86	11.33
Registered nurse	18.54	17.99
Retail salesperson	8.40	7.09
Secretary	10.42	10.39
Shipping/receiving/traffic clerk	9.69	9.11

Source: DWD, Bureau of Workforce Information 1999 OES wage survey for Balance-of-State (non-MSA) counties.

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 'balance-of-state' (BOS) counties. For comparison, the annual average wage of workers in Polk County was 93 percent of that for workers in all BOS counties. However, that varies by industry from 95 percent in the finance, insurance, and real estate division to 90 percent in manufacturing.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor market tightens employers offering low wages migrate closer to the mid-point.